

## AUTHORIZATION REQUEST FOR FY 2012

**AR Title: BEEF SAFETY RESEARCH**

**Name of Contractor: National Cattlemen's Beef Association**

**CBB Budget Component: Research**

### I. OVERVIEW

**A. AR Description:** Consumers hold the safety of the food they purchase for their families on a high pedestal and expect those that raise and process food to do everything they can to prevent foodborne illness from their product. Over time, significant progress has been made to produce safe beef. However, the challenges have broadened and the food supply is impacted by an even greater number of safety threats than in the past. Though *E. coli* O157 is still of greatest threat to beef's safety, domestic and international data indicates additional threats may become as significant as *E. coli* O157 for beef. To ensure consumers will have the choice to purchase beef in a restaurant or at a retail store, its safety must not be in jeopardy. This AR describes a body of work that will provide key information to continue improving the safety of beef for all consumers.

**B. Costs Requested from this AR\*: \$940,000**

Source of Funding	Total Costs	Direct Costs	Implementation**
Beef Board/BPOC	\$804,358	\$804,358	
Federation of SBCs (FSBCs)	\$135,642	\$135,642	
Other Sources ( <i>describe</i> )			
<b>Total Funds Requested</b>	<b>\$940,000</b>	<b>\$940,000</b>	

\* Only Direct Costs are being requested in this AR.

Total estimated Implementation for this AR is \$600,579; implementation by Tactic in Table IV.

\*\* Implementation for this and other RESEARCH ARs requested in separate AR R-05-2012.

**C. Start date: 10/1/2011**

**Completion date: 5/31/2013**

### II. PLANNING INFORMATION FOR THIS AR

**A. Long Range Plan Core Strategies/Strategic Initiatives Addressed by This AR:**

- **Improve Domestic Consumer Preference for Beef**
  - Develop and execute creative communication initiatives to improve consumer understanding of the beef production system and increase consumer confidence in the safety of beef.
- **Strengthen the Image of Beef and the Beef Industry**
  - Implement and communicate continuous improvement efforts to enhance consumer trust in our product and production practices.
  - Promote our industry's commitment, ongoing investment and progress in ensuring beef safety.

- **NCBA Initiatives Addressed by This AR:**
  - Identify and fill science gaps on pathogen impacts to public health
  - Unite and lead the industry to solve beef safety issues

**B. Committee That Reviewed This AR:** Joint Industry Beef Safety Committee

**C. Committee Recommendations for This AR:** The Joint Industry Beef Safety Committee recommends this AR to the Operating Committee for funding in FY 2012.

### III. PROGRAM INFORMATION FOR THIS AR

**A. Strategy 1: Safety** – Protect beef demand by maintaining, enhancing and communicating the safety of beef to ensure the future of the beef industry.

**Strategy 1 Proposed Direct Cost:** \$ 940,000

#### **Specific Tactic Information:**

**Tactic 1A: Research to Improve Beef Safety** – Safety is a top priority for consumers when deciding what foods to purchase. This tactic will provide original work to fill existing industry knowledge gaps regarding beef's safety threat to human health. Research topics identified by the Joint Beef Safety Committee and an industry expert panel include: preventing *E. coli* O157, non-O157 *E. coli* and *Salmonella* from colonizing cattle and contaminating the pre-harvest environment; better understanding and prevention of drug-resistance formation; interventions to reduce the potential for pathogen contamination of beef carcasses, trim or ground beef; methods to produce safe non-intact (marinated, needle-tenderized, injected) beef; monitoring safety threats that may challenge beef in the future.

#### ▪ **Measurable objectives:**

- Host at least one strategic research planning session with experts (academic and industry) to develop focused research projects on practical, implementable technologies or practices.
- Identify and complete at least four research projects that will identify and fill the safety science gaps and lead the industry towards solutions.

▪ **Proposed Direct Cost:** \$ 870,000

**Tactic 1B: Safety Research Dissemination & Outreach** – To continue leading progress in beef's safety, bringing key audiences together and sharing research results is essential. This tactic will provide science-based information to key industry audiences (feeding operations, processors, distributors) that influence knowledge implementation, government organizations that regulate the safety of beef and beef production, and to scientific communities that host conferences educating participants or publish research that influence utilization of research knowledge.

Information generated in previous fiscal years will be published (executive summaries, white-papers, fact sheets, or literature reviews) that catalyze implementation of technology, influence strategic discussions or address misperceptions about beef safety. FY 2012 checkoff-funded research would be disseminated beginning in FY 2013 (if funding were granted) as research projects funded under Tactic 1A of this AR would not be complete until the end of this AR (May 31, 2013). Additionally, Beef Industry Food Safety (BIFSCo) activities will be implemented in this tactic to enhance sharing of knowledge developed by the AR.

▪ **Measurable objectives:**

- Develop at least two new educational materials for printing and/or posting on the checkoff-funded website [www.beefresearch.org](http://www.beefresearch.org).
- Implement key learnings from the FY 2011 exit question added to [www.beefresearch.org](http://www.beefresearch.org) identifying key information visitors were looking for but did not find. Track visits and downloads and compare to the FY 2011 baseline.

▪ **Proposed Direct Cost:** \$ 70,000

#### IV. DETAILED BUDGET SUMMARY

Strategy and Tactic	Program Manager	Completion Date	Total Est. FY 2012 Budget	Total Direct Cost	Direct Cost by Funding Source			Est. Impl.
					CBB/BPOC	FSBCs	Other	
Research to Improve Beef Safety	M. Carr	5/31/2013	\$ 990,116	\$ 870,000	\$ 744,459	\$ 125,541		\$120,116
Safety Research Dissemination and Outreach	M. Carr	5/31/2013	\$ 530,463	\$ 70,000	\$ 59,899	\$ 10,101		\$480,463
<b>Safety Total</b>			\$ 1,540,579	\$ 940,000	\$ 804,358	\$ 135,642		\$600,579
<b>AR Totals</b>			\$1,540,579	\$ 940,000	\$ 804,358	\$ 135,642		\$600,579

#### V. SUPPLEMENTAL INFORMATION

**A. Will all of the work detailed in this AR be completed by the end of the fiscal year? If not, please provide an explanation.**

- No. The work of this AR will be complete in the timeline noted on the first page (October 1, 2011 to May 31, 2013). The work of this AR exceeds 12 months due to time needed for a Request for Proposals (RFP) and/or targeted research download and project design meetings, industry expert review of proposals, contract negotiation, project approvals by university campus Animal Care & Use Committees if live animals will be used in the research and in case of human nutrition, Institutional Review Board approval where human subjects are required and recruited. These standard requirements for biological science research take additional time before a project can begin. Therefore, to provide an ample timeline for project work to be completed, additional time is needed for the AR (20 months in total).

**B. Changes from FY 2011 Approved AR:**

- The research tactic indicates a narrower focus as resources have become more limited. Additionally, this year topics are pre-identified based on the committee and industry expert panel input to facilitate project initiation earlier in the AR cycle. Outreach programs continue to be essential to spur implementation of science.
- This AR may also pursue opportunities to leverage checkoff funding with third party investments. The cost, both direct and implementation, related to pursuing these opportunities will be allocated between this AR and any other NCBA funding sources which receive the benefit of these opportunities.

**C. Subcontractor information:**

- **Name of proposed subcontractor:** Various food testing laboratories, universities and government agencies will be used to complete the research program outlined in this AR.
- **Will all work with subcontractors be competitively bid? If not, why not?** Subcontractors will be chosen via a Request for Proposals process and/or through the development of targeted research projects that are based on previous research expertise, industry need, and committee priorities.

**D. Identify any relationships between this AR and projects previously funded by the Operating Committee:**

This AR builds upon knowledge gaps identified as previous safety research was completed, industry practices changed/developed that identified the need for evidence-based information in certain key areas, or public health or regulatory organizations identified new challenges in beef safety. This AR provides the science foundation for Issues & Reputation Management (public relations) programs to utilize when answering media and consumer questions about the safety of beef. This information is also the foundation used to train key industry or researchers with specific expertise. These individuals are utilized by Issues and Reputation Management and Communications AR to tell the safety story or defend product safety when it is questioned in the media. In addition, when Market Research projects identify declines in consumer confidence, the knowledge gathered through beef safety research projects can be used to communicate with external stakeholders and influencers the beef industry's commitment to beef safety to minimize additional negative impact on consumer confidence and demand for beef.

**E. Summary of Prior Year AR Budgets and Expenses:**

Strategy	FY 2011 Approved Budgets			FY 2011 Actual Expenses (NCBA's as of 5/31/11)		
	CBB/BPOC	FSBCs	Total	CBB/BPOC	FSBCs	Total
Safety	\$ 858,300	\$ 126,700	\$ 985,000	\$ 99,737	\$ 14,719	\$ 114,456
AR Totals	\$ 858,300	\$ 126,700	\$ 985,000	\$ 99,737	\$ 14,719	\$ 114,456

**F. Historical Summary of Budgets and Expenses:**

	Total Approved Budgets			Total Actual Expenses		
	FY 2010	FY 2009	FY 2008	FY 2010	FY 2009	FY 2008
Safety Research	\$1,058,200	\$ 1,154,344	\$ 1,664,600	\$ 845,135	\$1,118,248	\$ 1,389,944
AR Totals	\$1,058,200	\$1,154,344	\$ 1,664,600	\$ 845,135	\$1,118,248	\$ 1,389,944